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LA Stormwater eNewsletter User Manual

Getting Started

TIP: Find out the best day & time to send out: http://kb.mailchimp.com/article/when-is-the-best-time-to-send-emails/

What to do before creating an eNewsletter campaign in MailChimp:

1. Choose an eNewsletter theme.
2. Create an eNewsletter issue timeline.
3. Brainstorm ideas for 4 articles to include in the eNewsletter issue.
    - If conducting a contest, secure a donation as soon as possible.
4. Write articles.
    - Post articles on blog.
5. Write teasers.
6. Select images for articles (can be the same images as used in blog).
7. Create a subject line.
8. Create eNewsletter campaign in MailChimp.

TIP: Include one contest, giveaway or promotion in every issue.

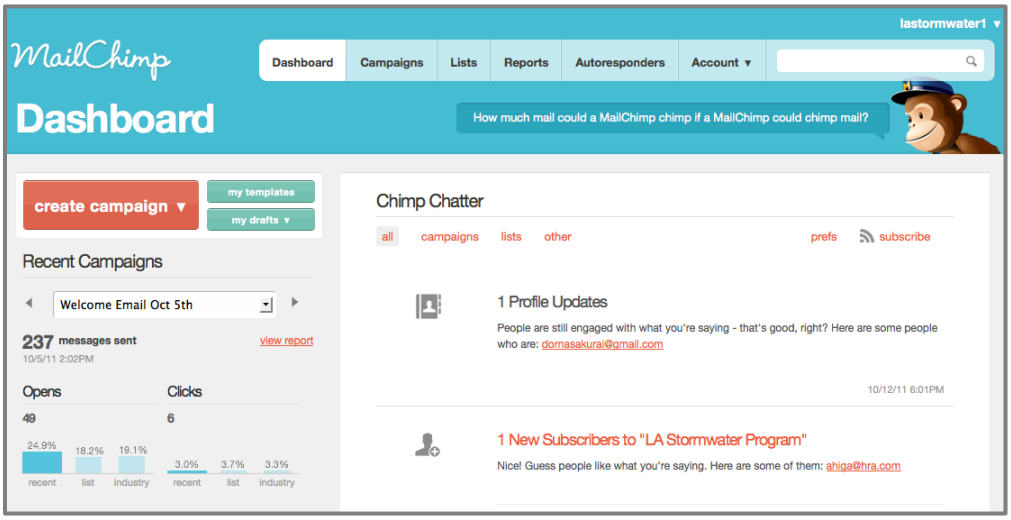
TIP: Link for writing subject lines: http://kb.mailchimp.com/article/best-practices-in-writing-email-subject-lines/

How to Use This Guide

To use this guide, you must first be logged into MailChimp.
http://mailchimp.com/

Logging In

1. Go to https://login.mailchimp.com/.
2. Enter Login information.



Managing Lists

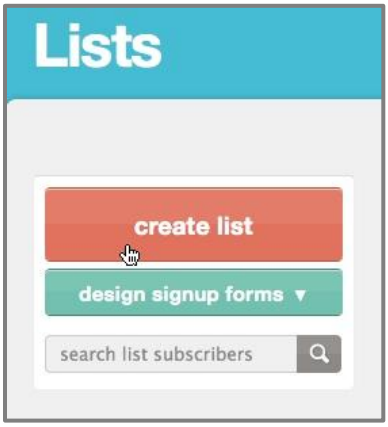
Important Note: Your main list is the **"LA Stormwater Program"** list. Only add people to the LA Stormwater Program list that have subscribed to the eNewsletter. This list is for eNewsletter subscribers only. If you want to import contacts for an invite, contest participants, or other, then create a new list.

TIP: When you add a list, it adds to your subscriber total. Delete a list if it's not necessary to keep. You are charged by the total # of subscribers.

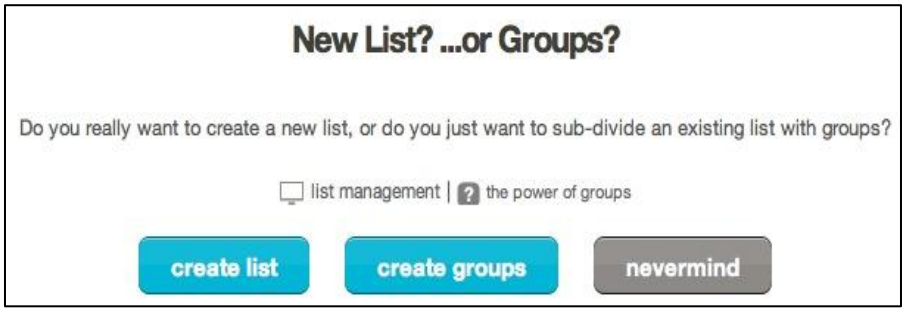
How to create a new list:

1. Go to the **"Lists"** area in your MailChimp account.

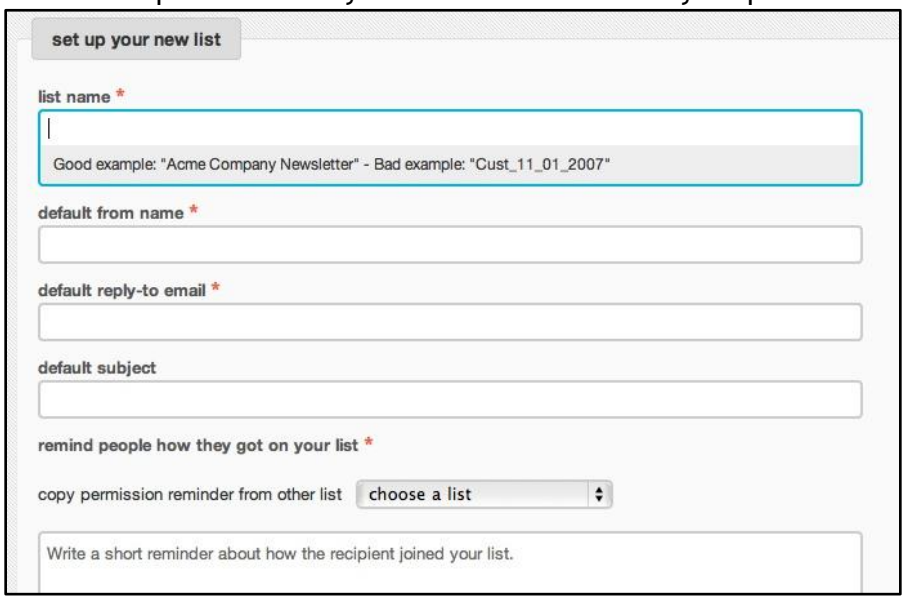
2. Click on the "**create list**" button.



3. Select "**create list**" from the options.


New List? ...or Groups?
Do you really want to create a new list, or do you just want to sub-divide an existing list with groups?
list management
the power of groups
create list
create groups
nevermind

4. Fill out the set up details with your list information and your preferences.


set up your new list
list name *
Good example: "Acme Company Newsletter" - Bad example: "Cust_11_01_2007"
default from name *
default reply-to email *
default subject
remind people how they got on your list *
copy permission reminder from other list
choose a list
Write a short reminder about how the recipient joined your list.

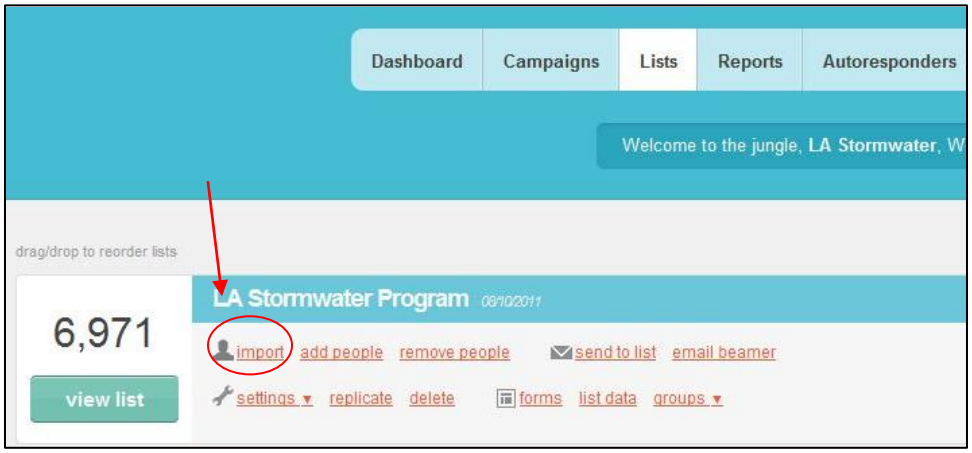
TIP: What Not to Do with Lists: Don't upload an Excel (.xls) file directly.

Don't upload a list that we can't allow.

5. Click "**save**" and you have a new list.
6. Here's how to import your subscribers:
   - Format your excel sheet or csv so it has three columns in the following order: Email, First Name, Last Name. This will make it easy to copy/paste into MailChimp. If you do not have first and last names, then just create one column for emails.

   - Click on the "**Lists**" tab.

   - Locate the list you want to import contacts to and click "**import**."

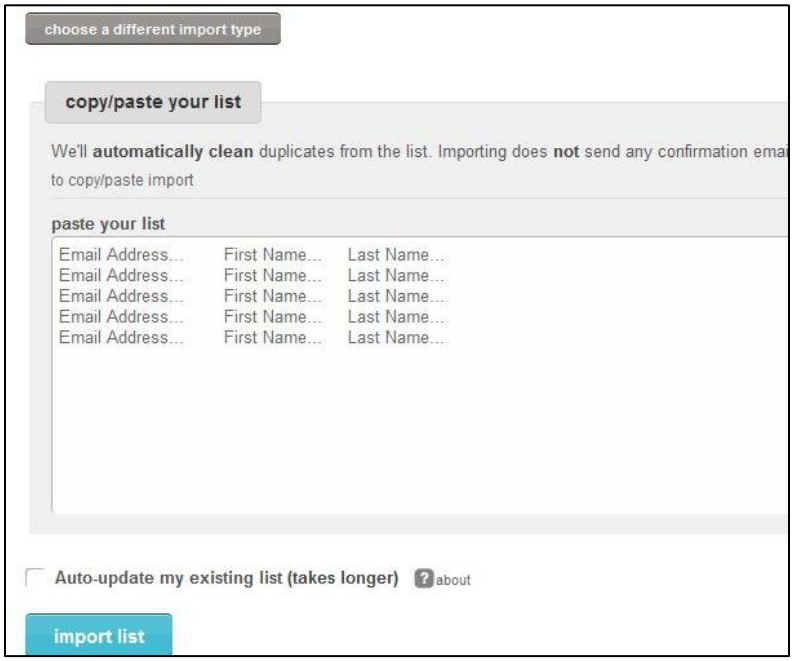


   - Select "**Copy/Paste from Excel**."

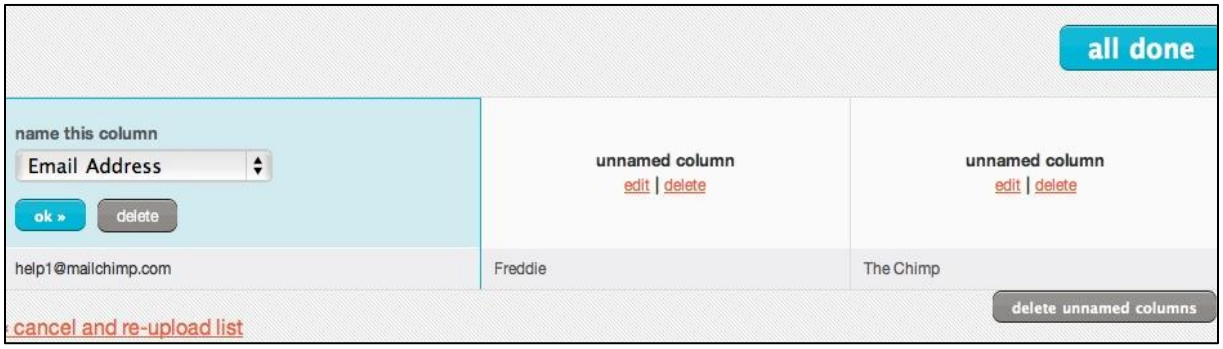
   - Now copy/paste your new contacts into MailChimp. If you have first and last names with your emails, then copy/paste everything at the same time and make sure there is a "**space**" between each section (email,

first name and last name). Do not use commas. If a space is not included, the contact will not import. Click **"Import List."**

TIP: When copy/pasting emails and first & last names from excel to mail chimp, **double-check** the **"spacing"** before clicking import. For example, email (space) first name (space) last name.


choose a different import type
copy/paste your list
We'll automatically clean duplicates from the list. Importing does not send any confirmation emai
to copy/paste import
paste your list
Email Address... First Name... Last Name...
Email Address... First Name... Last Name...
Email Address... First Name... Last Name...
Email Address... First Name... Last Name...
Email Address... First Name... Last Name...
Auto-update my existing list (takes longer)
about
import list

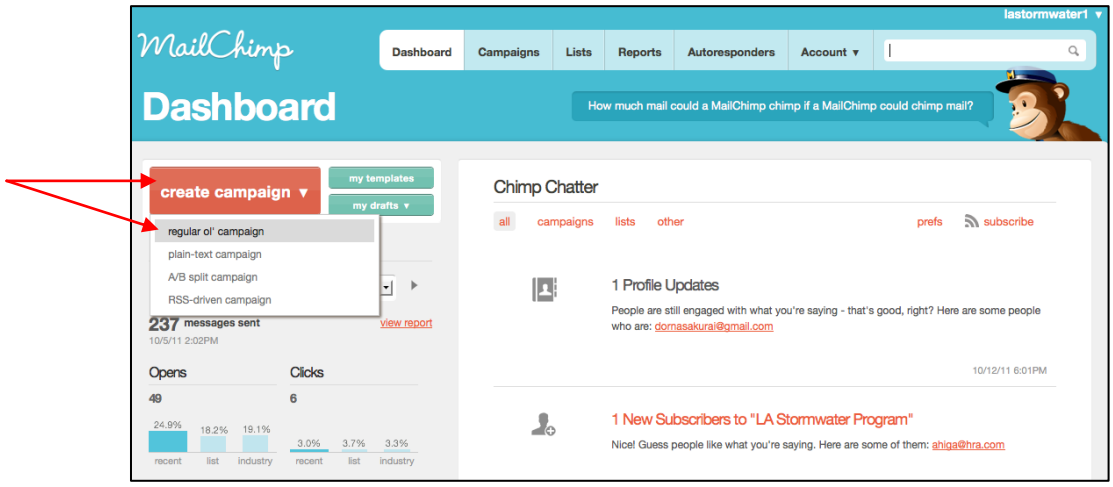
- Now you have the option to customize the field names. For every column in the file you uploaded, create a field for the **"Email**," **"First Name**" and **"Last Name."**
- Use the dropdown menu above each column to set the **"field name"** and click **"OK"** to move to the next column.
- Once you've named every field, click the **"all done"** button to complete the import.



- Your list will enter the MailChimp **"queue**." The larger the list, the longer it will take MailChimp to import it. You can navigate around MailChimp while they import your list.

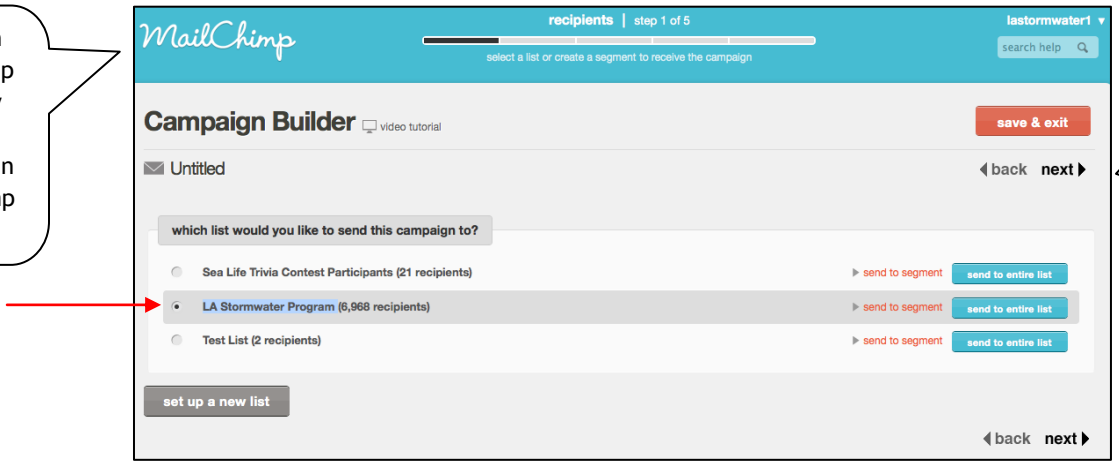
Creating a Campaign (aka new issue)

From your Dashboard, click the **"create campaign"** button and a scroll down menu will appear, select **"regular ol' campaign."**



1. STEP 1 OF THE CAMPAIGN BUILDER: Select the list you want to send your eNewsletter to. For example, if you are sending out the eNewsletter, select the **"LA Stormwater Program"** list.
    - Once you've selected the list, click **"send to entire list"** or the **"next"** button (either one will save your selection and progress you to the next step).

TIP: You can see which step you're on by viewing the progress bar in the Mail Chimp header.



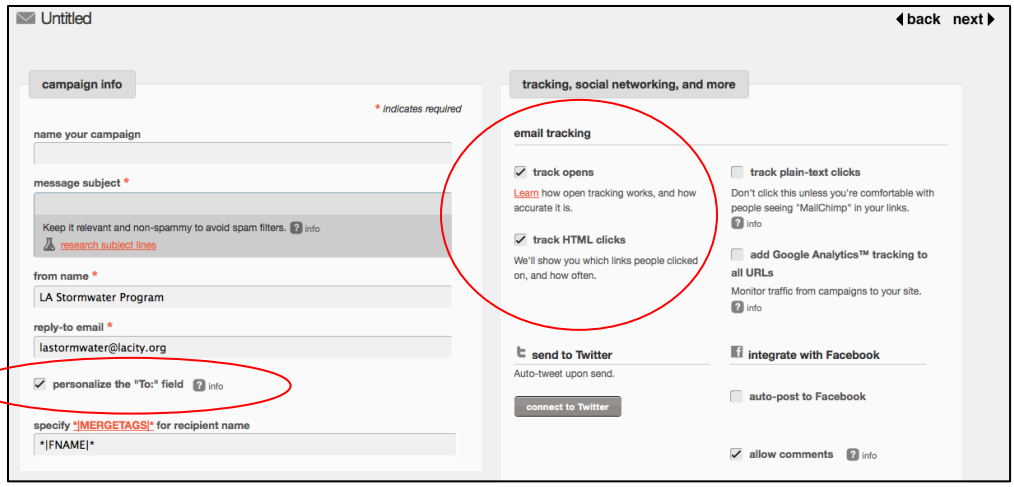
TIP: Use the Next and Back buttons to navigate through the steps. **Do not** use your browser's back button.

- You also have the option to send an eNewsletter to only a "segment" of the **LA Stormwater Program** list. You can segment your list by sign-up date, specific email, etc. and only email that portion of your list.
    - Sending to a segment is helpful when you want to send an eNewsletter to a specific person or resend a specific eNewsletter issue. For example, if you upload new contacts and would like to send them your latest eNewsletter, you can segment your list by sending to any new contacts that were added **"after the last campaign was sent."**
    - To send to a segment of the **LA Stormwater Program** list (or any other list): Click **"send to segment"** on the right-hand side. Then, a drop down menu will appear with three scroll bar options. Select what type of segment you would like to send to

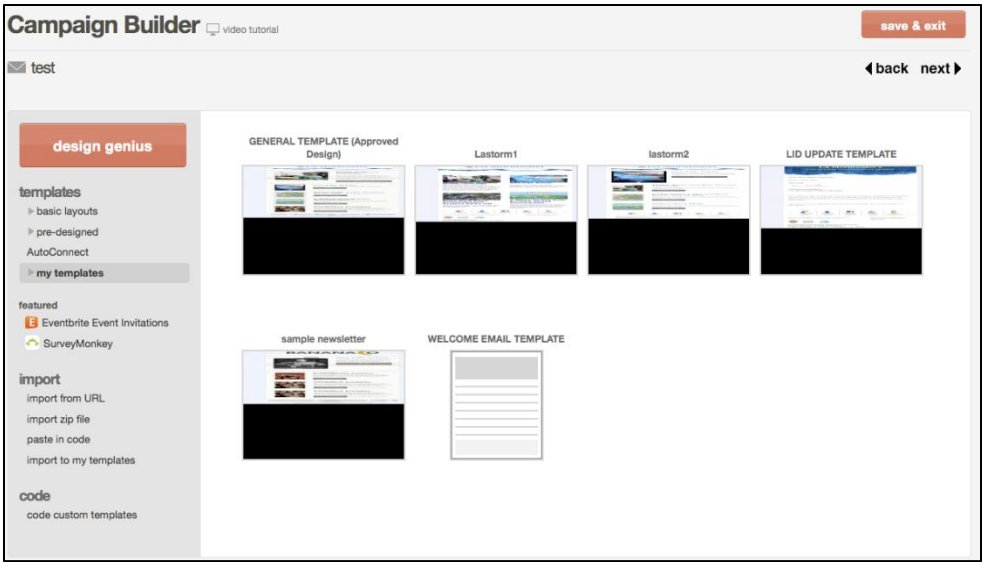
by adjusting each scroll bar. When you are finished, click "**use segment**" and it will direct you to the next step.

- If you change your mind and want to cancel the segment, click "**cancel segment**," located on the right-hand side (in the same place where "**send to segment**" was located.)

2. STEP 2 OF THE CAMPAIGN BUILDER: this is where you name your campaign (i.e. eNewsletter Issue 17) and set up a subject line. Also, **Uncheck** the **"personalize the 'To' field."** (When you start a campaign from scratch, the "personalize the 'To' field" will automatically be checked. If you do not have a subscriber's name, then the To Field will show "<< First Name >>"). On the right-hand side, you will see your options for tracking, authentication, analytics tracking and social sharing. Make sure **"Track Opens"** and **"Track HTML clicks"** are both checked). Click **"next"** to advance.

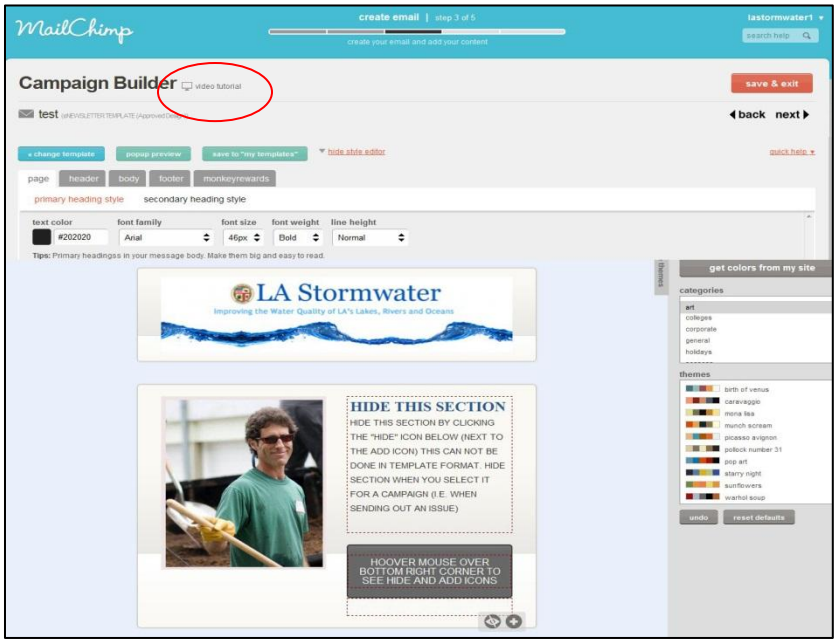


- You will be prompted to select which template you want to use. Select "**eNewsletter Template (New Design)**" for the LA Stormwater eNewsletter by scrolling your arrow over the template icon and clicking "**select.**"
- NOTE: Once your template is selected, you will automatically advance to STEP 3.



3. STEP 3 OF THE CAMPAIGN BUILDER: You will make edits to your template by adding text and images. Here are some tips for editing your content:
   - Begin with hiding the first article by clicking the **"hide icon"** (this is so all articles will be the same size).

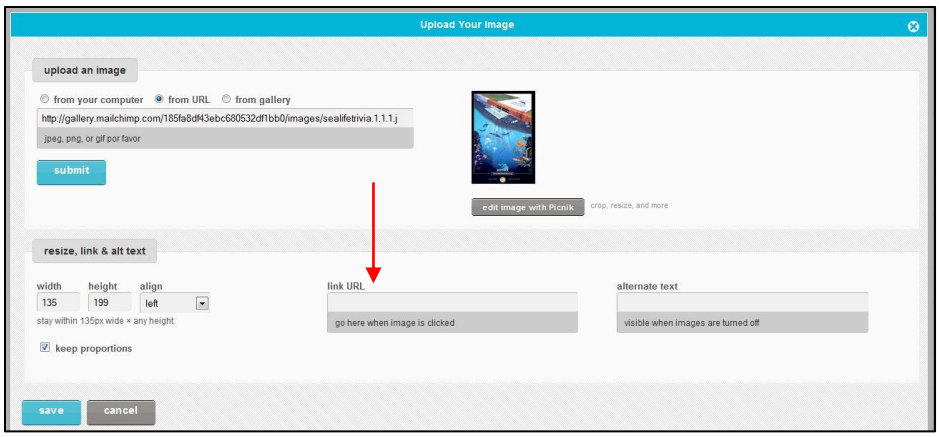
TIP: You can watch a video tutorial here.



   - TO EDIT IMAGES: scroll over image and click edit. The image edit screen will appear (see below).
     - Use vertical images and it's best to resize the images before you upload them to MailChimp. Make image dimensions: 135 (w) x 199 (h) to at least 72 dpi.
     - To upload images: select **"from your computer**," **"from URL"** or **"from gallery."** Then click **"submit."**
     - Add hyperlink: to hyperlink images, add a link here.
     - Once you're finished, clicks **"save."**

TIP: The gallery stores images you have already uploaded.

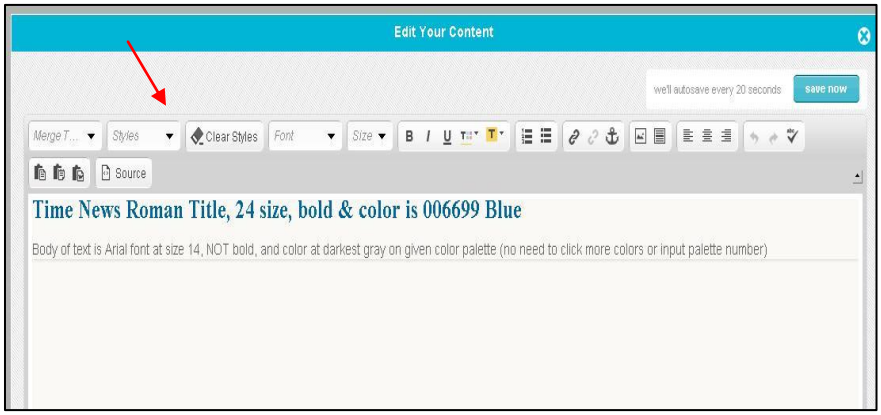
TIP: Your image size should say 135 (w) x 199 (h).



TIP: if a photo isn't displaying correctly in the pop-up preview, try resaving it as a PNG instead of a JPEG or vice versa.

- TO EDIT TEASERS: scroll over text box and click edit. The edit content box will appear (see below). When finished editing content, click "**save now**."
  - Type directly into editor. **Do not** copy/paste from a Word doc. Only copy/paste from a text editor like TextEdit or Notepad.
  - Text editor does not have spell check. Review grammar carefully.
  - For the title font use: size 24 font, Times News Roman, & Bold. Click "more colors" in color palette and enter Color 006699.
  - For the body of text font: size 14, Arial, Darkest Gray in color palette.

Tip: If you're having trouble w/ text while editing, highlight text & click the "**clear styles**" button in the edit screen & start over.


Edit Your Content
we'll autosave every 20 seconds
save now
Merge T...
Styles
Clear Styles
Font
Size
Source
Time News Roman Title, 24 size, bold & color is 006699 Blue
Body of text is Arial font at size 14, NOT bold, and color at darkest gray on given color palette (no need to click more colors or input palette number)

- TO HYPERLINK READ MORE BUTTONS: scroll over "**Read More**" and click "**edit**." Highlight the "**Read More**" text and click the hyperlink icon (chain icon) in the edit screen toolbar. A popup window will appear- input article link here. Click "**OK**" in the popup window. Once you are finished, click "**save now.**"

edit
remove
use default
135px wide × any height
Time News Roman Title, 24 size, bold & color is 006699 Blue
Body of text is Arial font at size 14, NOT bold, and color at darkest gray on given color palette (no need to click more colors or input palette number)
Read More

TIP: Wait for your content to refresh after each time you click save. It can take a few seconds for the new edit to appear. Then use Popup Preview to see changes.

- POPUP PREVIEW: As you input content, use the **"Popup Preview"** (located at the very bottom, left corner of the STEP 3 window) to preview how your email will be displayed in people's inboxes. Your edit screen is **NOT** the "actual" view. Note: Sometimes Outlook users will have alignment issues in their email but not in their web browsers.

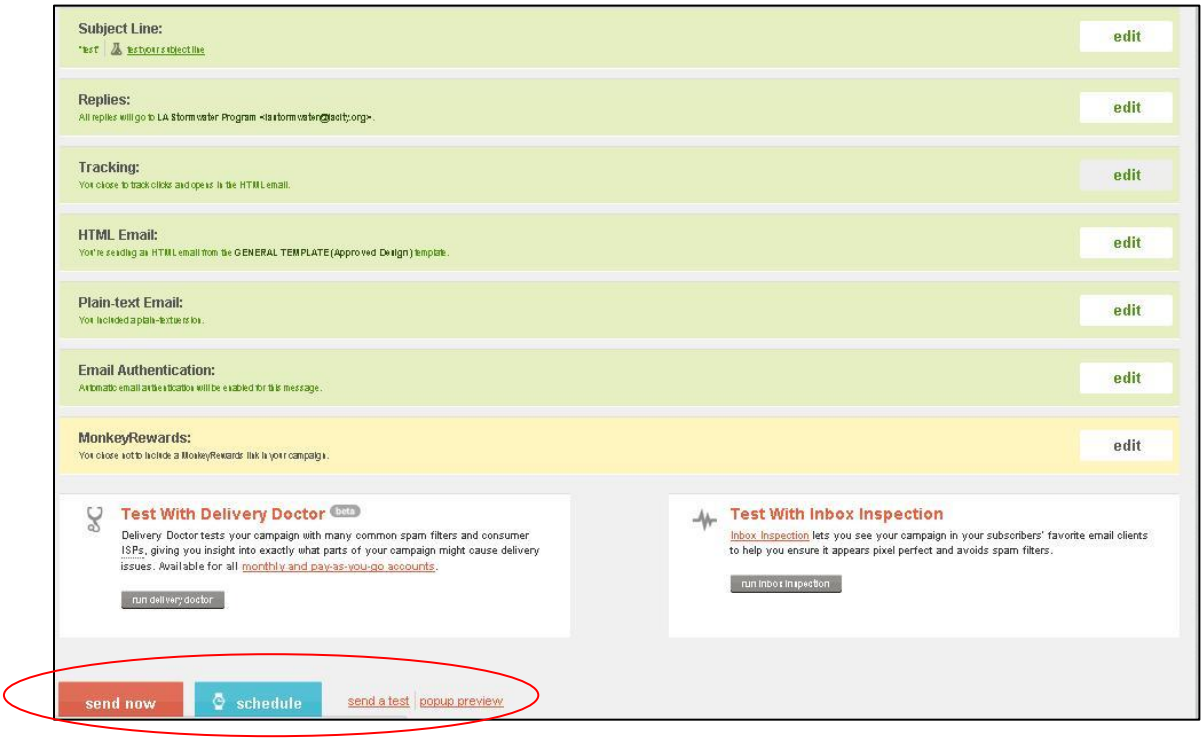
- TEST BLAST: We recommend sending a test blast to yourself and at least one other person. Click the **"Test Blast"** button (located at the bottom, left corner of the STEP 3 window) and input one email address at a time and click send test. When you are finished inputting content and sending your test blast, click **"next."**

Blog
Website
Facebook
YouTube
Free Doggie Waste Bags
Want to sign-up for this e-Newsletter? Click Here.
City of Los Angeles • Department of Public Works • Bureau of Sanitation • Stormwater Program
Los Angeles Stormwater Program Information:
Program Manager, Shahram Kharaghani
1149 S. Broadway St, 10th Fl | Los Angeles | CA | 90015
edit contact info
We'll automatically add your contact info into the email footer to comply with the CAN-SPAM Act, and international spam law.
popup preview
send test

4. STEP 4 OF THE CAMPAIGN BUILDER: The plain-text generator will automatically create the plain-text version of the email from your HTML version. Look it over (you should not have to make any changes as MailChimp creates this for you) and click **next** to move to the last step of the Campaign.

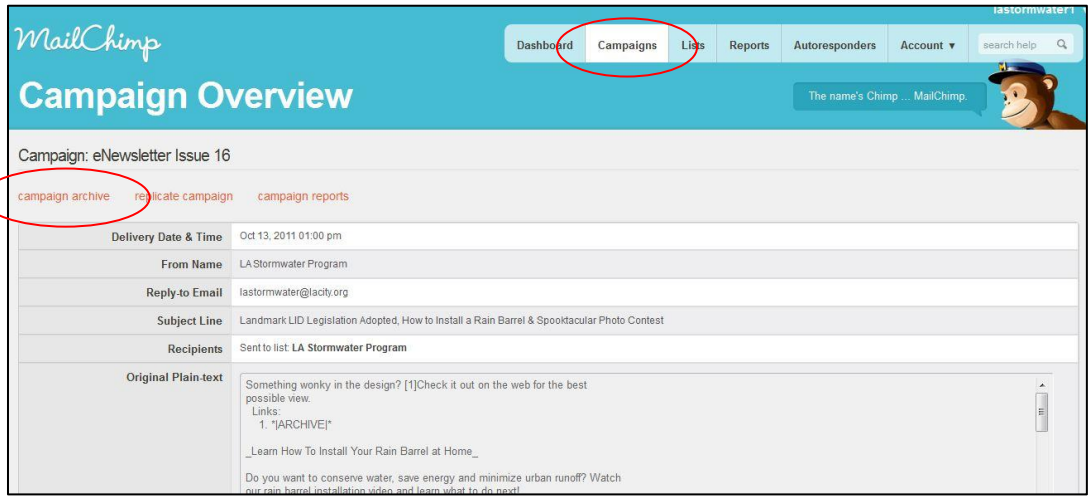
Campaign Builder
video tutorial
save & exit
test
back
next
This text part was automatically generated from your HTML content. Please look it over and make sure everything was converted correctly.
Enter your plain-text message below
This plain-text email is displayed if recipients can't (or won't) display your HTML email. Your message might get trapped in spam filters without a plain-text message.
Copy text from HTML

5. STEP 5 OF THE CAMPAIGN BUILDER: is a **Pre-delivery checklist**. If anything is missing from your campaign, MailChimp will alert you in red on this screen. Click **"Resolve"** to go back to any area that needs attention.
    - You can preview the campaign once more by clicking **"popup preview."** You can also send another test blast from this step for one final check. If everything looks good, **"schedule"** (set date and time for desired send out) or **"send your campaign"** now (for immediate send out).



Archive Link (Post Campaign)

From the Dashboard window click the **"Campaign"** tab. Click the title of your campaign (i.e. eNewsletter Issue 17) and the window below will appear. Click **"campaign archive,"** then an archive page with the eNewsletter will open. Copy the link in your web browser's address bar (this is your archive link).



Checking Campaign Statistics

From the Dashboard window, click the campaign tab. Locate the campaign you wish to review and click **"view report."**

- Here is a link to explain what the statistics mean: What do the delivery numbers mean?

TIP: More info on Reports:

How Open Tracking Works

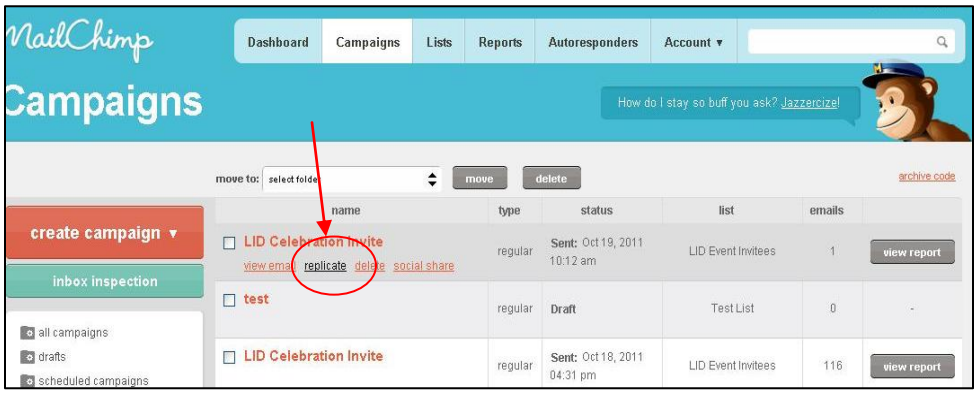
Exporting and Sharing Reports

Sending an eBlast or LID eUpdate

Sending an eBlast is exactly the same as sending an eNewsletter. For example, to send an eBlast invite, follow each step in the **"Creating a Campaign"** section and select the list and template that is appropriate for your eBlast invite. The only exception with this example is if you have a new list of **"invitees"** you would like to import for your specific eBlast invite. In which case, reference the **"Managing Lists"** section to import new list. In step 1 of the campaign builder, select your newly imported invitee list and when prompted to choose a template, select the **"General Email Template."** Then follow each step in the campaign builder to finish creating your eBlast invite (just as you would with your eNewsletter).

Replicating a Campaign

You can replicate an email campaign for resending an eNewsletter or reminder eBlast. From the Dashboard window, click the **"Campaigns"** tab. Find the campaign you want to replicate and click replicate. Reference #'s 2 – 7 in the **"Creating a Campaign"** section to help with editing content.



TIP: Helpful replicating campaign link: http://kb.mailchimp.com/article/how-can-i-use-my-previous-campaign-as-a-template-for-my-new-campaign/

MailChimp Billing Information for LA Stormwater

TIP: To see MailChimp's price plans, visit: http://mailchimp.com/pricing/.

Your MailChimp account is on the Pay-As-You-Go plan. On April 27, 2012 an amount of 375,000 credits was purchased. Each time you send out an eNewsletter, eBlast, invite, etc. to a list, each email in that list will cost a credit (i.e. eNewsletter sent to a list with 7,000 emails = 7,000 credits used). You also use credits when you send a "test" email (i.e. if you send one test email to three emails for review = 3 credits spent.) The Welcome Auto responder (the Welcome Email that is set up to automatically go out when a new contact is imported to your LA Stormwater List or when someone signs up online to the LA Stormwater List) – each email that receives a Welcome Email will use a credit. These credits should last for approximately 2 years.

TO UPDATE BILLING INFORMATION: Log into MailChimp and Click the **"Account"** tab, which is located at the top left of the page. In the **Billing** section, click **"Billing Information"** and update payment type and billing contact information.

MailChimp Support

You can search the Knowledge Base anytime, or live chat with MailChimp support team between the hours of 9am and 5pm EST Monday through Friday, at mailchimp.com/support.